LIGHTHOUSE
MENTORING
A PROJECT OF SAPIENCE INSTITUTE

NEW MUSLIM
MENTOR TRAINING

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MODULE ONE:
THE WHY & THE WHAT

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Module One

- **Why spend time in da'wah?**
- **Let's get the objective & metrics clear!**
- **Why invest in Post-Shahadah Da'wah & Coaching?**
- **Da'wah risk, expenses & wins.**

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https://sunnah.com/riyadussalihin:1379

Sahl bin Sa'd (May Allah be pleased with him) reported:

The Prophet (ﷺ) said to 'Ali (May Allah be pleased with him), "By Allah, if a single person is guided by Allah through you, it will be better for you than a whole lot of red camels."

[Al-Bukhari and Muslim].

وعن سهل بن سعد رضي الله عنه أن النبي صلى الله عليه وسلم قال لعلي رضي الله عنه : "فوالله لأن يهدي الله بك رجلا واحدا خير من حمر النعم" ((متفق عليه))

Reference : Riyad as-Salihin 1379
In-book reference : Book 12, Hadith 4

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FOUR PILLARS OF SUCCESS

SURAT UL ASR

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What is your worldview?

- **Love of Allah**
- **Vacation in paradise**
- **Raising your standard**
  - **Primary goal**
- **Quality of life**
  - **Passion & focus**

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Purpose & Effort

What is the end goal of your da'wah activity?

1. **Create interest to know more**
2. **Convey (intelligently, confidently, clearly, compassionately)**
3. **Connect the world with Allah (one soul at a time)**

What are your metrics?

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What are your metrics?

1. **Number of attempts, views, clicks, distribution, conversation?**
2. **Numbers of shahadahs?**
3. **Number of people you are regularly developing?**
4. **Consistent best efforts with or without publicity.**

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Why "Develop" New Muslims?

- **Da'wah is very active - nationally and internationally.**
- **Thousands of people are coming to Islam every year.**
- **However, there is not an effective follow-up system or plan for new Muslims.**
- **Little importance is placed on developing new Muslims**

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WHY "DEVELOP" NEW MUSLIMS?
QUR'AN?

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Qur’an 16:92

وَلَا تَكُونُوا كَٱلَّتِى نَقَضَتْ غَزْلَهَا مِنۢ بَعْدِ قُوَّةٍ أَنكَٰثًا تَتَّخِذُونَ أَيْمَٰنَكُمْ دَخَلًۢا بَيْنَكُمْ أَن تَكُونَ أُمَّةٌ هِىَ أَرْبَىٰ مِنْ أُمَّةٍ ۚ إِنَّمَا يَبْلُوكُمُ ٱللَّهُ بِهِۦ ۚ وَلَيُبَيِّنَنَّ لَكُمْ يَوْمَ ٱلْقِيَٰمَةِ مَا كُنتُمْ فِيهِ تَخْتَلِفُونَ ٩٢

“Do not be like the woman who ˹foolishly˺ unravels her yarn after it is firmly spun, by taking your oaths as a means of deceiving one another in favour of a stronger group. Surely Allah tests you through this. And on the Day of Judgment He will certainly make your differences clear to you.”

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WHY "DEVELOP" NEW MUSLIMS?

HADITH?

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https://sunnah.com/bukhari/97/2

Narrated Ibn `Abbas:

When the Prophet (ﷺ) sent Mu`adh to Yemen, he said to him, "You are going to a nation from the people of the Scripture, so let the first thing to which you will invite them, be the Tauhid of Allah. If they learn that, tell them that Allah has enjoined on them, five prayers to be offered in one day and one night. And if they pray, tell them that Allah has enjoined on them Zakat of their properties and it is to be taken from the rich among them and given to the poor. And if they agree to that, then take from them Zakat but avoid the best property of the people."

Reference : Sahih al-Bukhari 7372
In-book reference : Book 97, Hadith 2
USC-MSA web (English) reference : Vol. 9, Book 93, Hadith 469
(deprecated numbering scheme)

وَحَدَّثَنِي عَبْدُ اللَّهِ بْنُ أَبِي الأَسْوَدِ، حَدَّثَنَا الْفَضْلُ بْنُ الْعَلاَءِ، حَدَّثَنَا إِسْمَاعِيلُ بْنُ أُمَيَّةَ، عَنْ يَحْيَى بْنِ عَبْدِ اللَّهِ بْنِ مُحَمَّدِ بْنِ صَيْفِيٍّ، أَنَّهُ سَمِعَ أَبَا مَعْبَدٍ، مَوْلَى ابْنِ عَبَّاسٍ يَقُولُ سَمِعْتُ ابْنَ عَبَّاسٍ، يَقُولُ لَمَّا بَعَثَ النَّبِيُّ صلى الله عليه وسلم مُعَاذًا نَحْوَ الْيَمَنِ قَالَ لَهُ " إِنَّكَ تَقْدَمُ عَلَى قَوْمٍ مِنْ أَهْلِ الْكِتَابِ فَلْيَكُنْ أَوَّلَ مَا تَدْعُوهُمْ إِلَى أَنْ يُوَحِّدُوا اللَّهَ تَعَالَى فَإِذَا عَرَفُوا ذَلِكَ فَأَخْبِرْهُمْ أَنَّ اللَّهَ فَرَضَ عَلَيْهِمْ خَمْسَ صَلَوَاتٍ فِي يَوْمِهِمْ وَلَيْلَتِهِمْ، فَإِذَا صَلُّوا فَأَخْبِرْهُمْ أَنَّ اللَّهَ افْتَرَضَ عَلَيْهِمْ زَكَاةً فِي أَمْوَالِهِمْ تُؤْخَذُ مِنْ غَنِيِّهِمْ فَتُرَدُّ عَلَى فَقِيرِهِمْ، فَإِذَا أَقَرُّوا بِذَلِكَ فَخُذْ مِنْهُمْ وَتَوَقَّ كَرَائِمَ أَمْوَالِ النَّاسِ ".

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Why "Develop" New Muslims?

- **Imagine if a competitor were to take your clients.**
- **Which competitor is active?**

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So how do we look in front of Allah if we **FOCUS** only on da'wah to non-Muslims?

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New Muslim
VS
Influential Non Muslim

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Qur’an [80:1-3]

عَبَسَ وَتَوَلَّىٰٓ ١

He frowned and turned ˹his attention˺ away,

أَن جَآءَهُ ٱلۡأَعۡمَىٰ ٢

˹simply˺ because the blind man came to him ˹interrupting˺.

وَمَا يُدۡرِيكَ لَعَلَّهُۥ يَزَّكَّىٰٓ ٣

You never know ˹O Prophet˺, perhaps he may be purified,

Qur’an [80:4-7]

أَوْ يَذَّكَّرُ فَتَنفَعَهُ ٱلذِّكْرَىٰٓ ٤

or he may be mindful, benefitting from the reminder.

أَمَّا مَنِ ٱسْتَغْنَىٰ ٥

As for the one who was indifferent,

فَأَنتَ لَهُۥ تَصَدَّىٰ ٦

you gave him your ˹undivided˺ attention,

وَمَا عَلَيْكَ أَلَّا يَزَّكَّىٰ ٧

even though you are not to blame if he would not be purified.

Qur’an [80:8-10]

وَأَمَّا مَن جَآءَكَ يَسْعَىٰ ٨

But as for the one who came to you, eager ˹to learn˺,

وَهُوَ يَخْشَىٰ ٩

being in awe ˹of Allah˺,

فَأَنتَ عَنْهُ تَلَهَّىٰ ١٠

you were inattentive to him.

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Qur’an [9:122]

وَمَا كَانَ ٱلْمُؤْمِنُونَ لِيَنفِرُوا۟ كَآفَّةً ۚ فَلَوْلَا نَفَرَ مِن كُلِّ فِرْقَةٍ مِّنْهُمْ طَآئِفَةٌ لِّيَتَفَقَّهُوا۟ فِى ٱلدِّينِ وَلِيُنذِرُوا۟ قَوْمَهُمْ إِذَا رَجَعُوٓا۟ إِلَيْهِمْ لَعَلَّهُمْ يَحْذَرُونَ ١٢٢

⌜However,⌝ it is not necessary for the believers to march forth all at once. Only a party from each group should march forth, leaving the rest to gain religious knowledge then enlighten their people when they return to them, so that they ⌜too⌝ may beware ⌜of evil⌝.

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Business Closing Down

Huge sales but still no profits.

Why?

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Business Closing Down

- **Expenses**
  - **Sincerity**
    - **Fame, wealth & women**
  - **Desensitization**
    - **(To sins & evil)**
  - **Confusion**
    - **Unnecessary shubuhat engaging with people out of your league**

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Business Closing Down

- **What if expenses are in check?**
- **What else can go wrong?**

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Retention & Development VS Refunds

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Do you have the ability & responsibility to change?

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Choices

- **How will you spend your time?**
- **Who will you spend your time with?**
- **What will you focus on?**
- **What will you do?**

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Q&A

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